Technology and Art . . . Moments Apart

Russ Schleipman St. Barth

PolaroidSpectraSystem

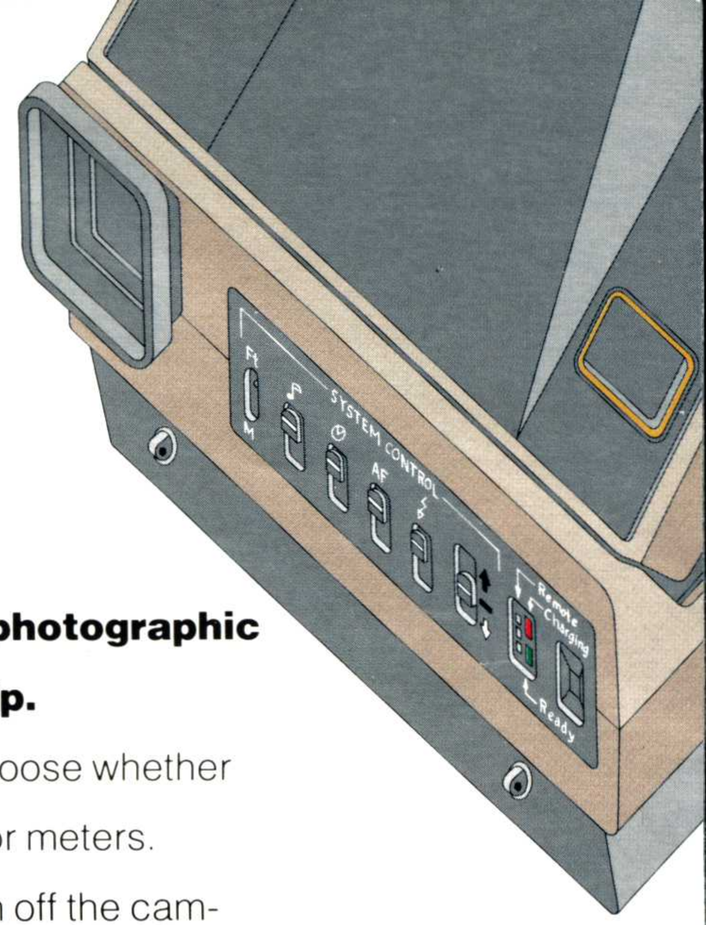
The Spectra System gives you beautifully exposed pictures. The Spectra System camera measures three elements: distance, infrared and visible light. Then it automatically sets flash, shutter speed and aperture to produce an accurately exposed image on Spectra film.

The Spectra camera automatically sets the lens for the sharpest possible focus. This sonar ranging system uses inaudible sound waves to measure the distance from camera to subject, in fractions of a second, leaving you free to concentrate on the composition of the picture.

Easy, precise autofocus with the world's first patented Quintic lens. Spectra's 125mm Quintic lens offers precise ten-zone focusing. The result is sharp, crisp images.

Other features of Polaroid's new optics system: • Automatic focusing from two feet to infinity • Longer focal length, for bigger subject image • More evenly lighted pictures • Virtually no optical distortion • Focusing as fast as 50 thousandths of a second!

Full information viewfinder shows distance in feet or meters, not just symbols as in other cameras. Is your subject too close? Too dark? Just right? Using warning tones and colored lights, our viewfinder helps you get the picture you want.



Camera Control Panel—photographic flexibility at your fingertip.

Feet/Meters Selector. Choose whether to measure distance in feet or meters.

Audio Signal Switch. Turn off the camera's warning tones for quieter operation.

Self-Timer Switch. Get into your own picture. Tones count down 12 seconds so you know when to expect the exposure.

Sonar Autofocus Override. Set the focus at infinity—if, for instance, you're shooting a distant scene through a window.

Programmed Flash Override. Turn off the flash for picture taking with available light only.

Exposure Control. Retake a picture, lighter or darker.

Remote Control Access. Trigger the shutter up to 40 feet away when using the optional Spectra System Remote Control.

Rapid-Recharge Indicators. Green means the flash is ready to fire. Red means the flash is charging.

Picture Counter. Automatically counts down to let you know how many pictures are left. Chimes signal you to reload when your last picture is taken.

The programmed flash adds just the right amount of light to every picture for the best exposure. It charges automatically whenever you open the camera—as fast as 1/10th of a second—so you are ready when the action is.

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This camera and film were made for each other. A new Spectra film chemistry was created to work specifically with the Spectra camera's optical and electronic functions. The result is bright, sharp instant pictures of unprecedented richness and clarity of color.

The high film speed (ASA 600) means more pleasing exposures in a wide range of lighting. A battery in every film pack provides fresh power for the camera. No more buying batteries, ever. Spectra film develops in seconds, before your eyes. You know that you have the shot, before the subject disappears. A new rectangular print size lets you capture more of the scene.

Spectra System accessories make your pictures more varied—and more visible. Spectra camera optional accessories can help expand your picture taking potential. And they can store and display the results in purse or pocket, home or office.

Special Effects Filter Kit. Create stunning photos with starburst, motion and halo effects, or multi-images of your subject. Five filters designed for Polaroid by Cokin® and clip-on filter holder.

Remote Control. Trip the shutter up to 40 feet away, for great family portraits, wildlife and pet photography, surprise party fun.

Table Tripod. Take time exposures, remote and self-timer pictures while this 7¼″ high tripod steadies the camera.

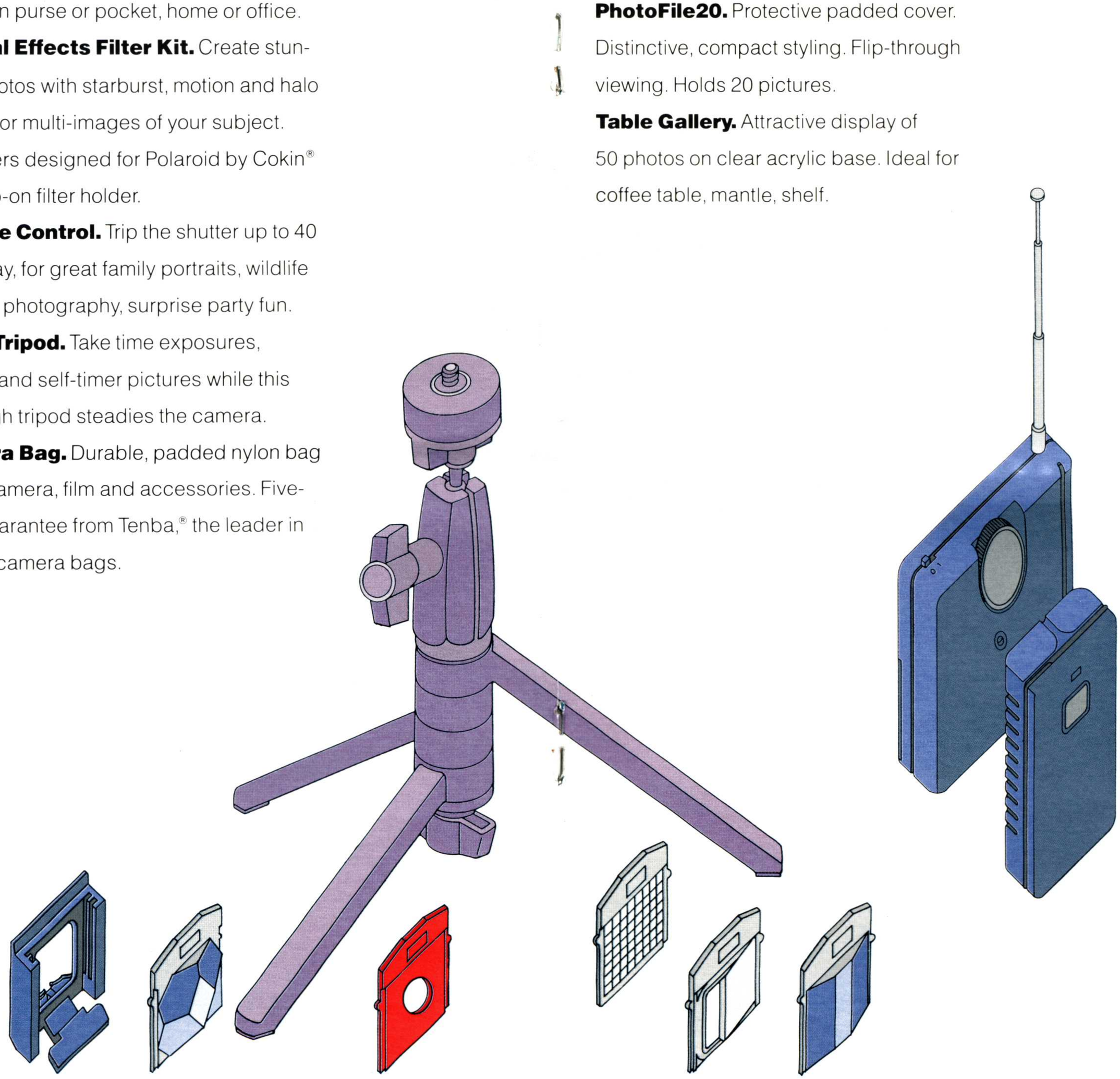
Camera Bag. Durable, padded nylon bag holds camera, film and accessories. Five-year guarantee from Tenba,® the leader in quality camera bags.

The Spectra Photo Collector Series for picture display and storage.

Photo Cassette. Holds 20 photos, displays one on tilt-up cover. Stackable, includes label.

PhotoFile20. Protective padded cover. Distinctive, compact styling. Flip-through viewing. Holds 20 pictures.

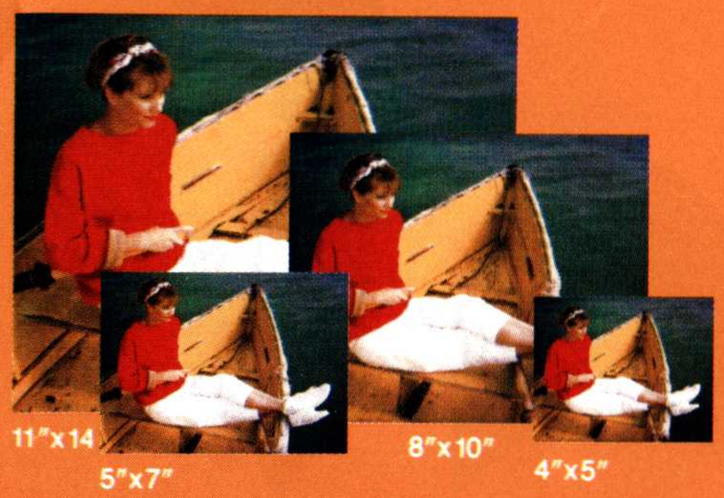
Table Gallery. Attractive display of 50 photos on clear acrylic base. Ideal for coffee table, mantle, shelf.



Beautiful laser prints and enlargements. You're going to be so pleased with your Spectra photographs that you'll want to enlarge them for framing and duplicate them for sharing.

Laser technology is the state-of-the-art in print-to-print photo reproduction. It offers spectacular crispness and color fidelity.

Order prints and enlargements by using the form printed on the film cover or convenient mailer found in every pack of film. Or, call Polaroid Laser Print Service toll-free 1-800-421-1030 (in California, call collect 213-643-8093). In Canada call toll-free 1-800-268-6970.



Reprints and enlargements come in a variety of sizes, from wallet size to 11″ x 14″ enlargements, for sharing and displaying.

Robert Ostrowski Depth Harbors

System Specifications

Film type:

Polaroid Spectra System color film only. Starts developing in seconds; ten pictures per pack.

Film size:

Outer border: 4x4.06 inches (10.1x10.3cm).
Image area: 3.60x2.90 inches (9.1x7.2cm).

Film advance:

Automatic film advance; motorized picture ejection.

Power source:

A fresh, 6 volt battery in each film pack powers all camera functions.

Aperture/shutter system:

Apertures: f/10 to f/45.
Shutter speeds: 1/245 to 2.8 seconds.

Sonar autofocus system:

Computerized autofocus system uses sound waves to accurately measure the distance to your subject and set the lens. Sonar ranging time: from 10 to 50 thousandths of a second.

Lens:

Patented Quintic, three-element, 125mm lens system. Ten zone focusing from 2 feet (0.6m) to infinity.

Programmed flash:

Built-in fill flash designed to be used indoors and outdoors. Recharge time: from 0.1 to 2.8 seconds. Flash duration: from 1/3000 to 1/20,000 of a second. Indoor flash range: from 2 to 15 feet (0.6 to 4.6m).

Viewfinder:

100% viewing (no parallax) at 6 feet (1.8m)—a popular picture-taking distance. Six lenses, two prisms, and four mirrors provide sharp, clear viewing. Viewfinder magnification: 0.5 x (subjects appear half life-size).

Viewfinder display:

Display includes a digital readout in feet or meters and a yellow "caution" or green "good picture" symbol.

Self-timer:

Built-in self-timer; blinking red LED and audio signal time the 12-second countdown.

Camera size:

Length: 6.34 inches (16cm)
Width: 5.63 inches (14.2cm)
Height: 2.96 inches (7.6cm)—closed;
3.81 inches (9.6cm)—open.

Camera weight:

1 lb., 12½ oz. (0.8kg), without a film pack.

F796 "Polaroid"® "Spectra"™ Printed in U.S.A. 3/86 PID #781337C

The incredible new Spectra System from Polaroid. A computerized camera that delivers incredible photographic accuracy with amazing ease.

A revolutionary film whose chemistry was developed in tandem with the camera's optics to produce sharp images and richer colors, instantly.

A line of photo accessories for more versatile picture taking, and handsome display of the results.

A laser print service that uses laser light to duplicate and enlarge photographs you want reproduced – crisply and quickly.

This is Polaroid's new Spectra System. A synthesis of photographic technologies specially designed to make instant photography simpler, surer and more spectacular than ever.

We take your pictures seriously

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